

How I Went from Chasing Clients to Having Them Chase Me

When I started out, I thought

"more DMs = more clients."

So I spammed 50 people a day.

Guess what?

Most ignored me, some blocked me, and the ones who replied weren't even serious buyers.

I was hustling hard... but not growing.

And that's when it hit me: The most successful entrepreneurs don't chase clients.

They build systems that make clients chase them.



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Here's exactly how I flipped it:

✓ Step 1

I fixed my positioning.

Before, my profile looked like a personal diary. Now it's a client magnet.

I made my bio crystal clear: Who I help, what problem I solve, and why I'm the trusted choice. When people land on your page, they should instantly know "This person can help me."



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✓ Step 2 :

I created content that sells for me Instead of random posts, I started posting content that:

Solves real problems my audience faces

Shows proof & results (case studies, wins, transformations)

Ends with a CTA so people know how to reach out



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✓ Step 3 :

I built a conversion path

Most people lose clients because they have no system to convert interest.

Here's mine:

Reels → DM → Call → Client

Simple, repeatable, and it works.

✅ Step 4 :

I automated follow-ups Not everyone buys on Day 1.

So I built a nurture system (stories, emails, DM check-ins).

This way, even if someone wasn't ready today, they eventually came back.

✨ The result?

Instead of chasing 100 people, 10 high-quality people started chasing me.

And those 10 were the ones ready to pay.

The truth: Chasing clients is exhausting.

Building a system is freedom.

Your clients should be finding you, not the other way around.